

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Home Department – CINEMAS – Guntur District - M/s Siva City Center Private Limited, Guntur (Shopping Mall & Multiplex Theatres) – B-Form Licence issued for 5 shows in all Four (4) screens between 08:00 AM to 1:30 AM – Ratification orders - Issued.

HOME (GENERAL. A) DEPARTMENT

G.O.MS.No. 133

Dated: 08-08-2017

Read the following:

- 1) The Managing Director, M/s Siva City Center Private Limited, Guntur, letter dated 01.06.2016 addressed to Licensing Authority, Guntur District.
- 2) The Managing Director, M/s Siva City Center Private Limited, Guntur, letter dated 01.04.2017 addressed to Licensing Authority, Guntur District.
- 3) The Joint Collector & Licensing Authority, Guntur, Rc.No.243/13-C1, dated 19.04.2017.
- 4) From the Collector & District Magistrate, Guntur, Rc. No.243/13-C1, dated 19.04.2017.

ORDER:

In the reference 1st read above, the Managing Director, M/s Siva City Center Private Limited, Guntur has filed an application duly requesting to issue final "No Objection Certificate" and B-Form License for operation of M/s. Siva City Center Private Limited (Shopping Mall & Multiplex Cinema Theatres).

2. In the reference 2nd read above, the Managing Director, M/s Siva City Center Private Limited, Guntur has also filed an application duly requesting to issue Cinematograph License and for special rates of admission & permission to screen five (5) shows per day between 08:00 AM to 1:30 AM for M/s Siva City Center Private Limited (Multiplex Theatres).

3. In the reference 3rd read above, the Joint Collector & Licensing Authority, Guntur has granted permission to screen 5 shows at M/s Siva City Center Private Limited, Guntur between 08:00 AM to 1:30 AM along with B-Form License in favour of Sri Alla Siva Reddy, Managing Director, M/s Siva City Center Private Limited, Guntur for a period of 19.04.2017 to 21.02.2018, subject to conditions laid down by Director General, State Disaster Response & Fire Services, Andhra Pradesh, Vijayawada.

4. In the reference 4th read above, the Collector & District Magistrate, Guntur has stated that the applicant finally requested to grant permission to screen 5 shows per day between 08:00 AM to 1:30 AM with the rates of admission as Rs.150/- for Gold Class and Rs.250/- for Diamond class including tax free maintenance charges.

5. The Collector & District Magistrate, Guntur has also stated that based on the recommendations made by the concerned departments i.e., Commissioner, Guntur Municipal Corporation, SP, Guntur Urban, EE (R&B), DG, Fire Services, RDO, Guntur and Deputy Electrical Inspector, Guntur Sub-Division, permission was accorded to screen 5 shows at M/s Siva City Center Private Limited, Guntur, between 08:00 AM to 01:30 AM, subject to the ratification orders by the

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Government along with B-Form licence in favour of Sri Alla Siva Reddy, Managing Director, M/s Siva City Center Private Limited, Guntur for a period of 19.04.2017 to 21.02.2018, subject to the condition laid down by the DG, Fire Services with the following seating capacity:

Screen	Class	No. of Seats	Rates of Admission in rupees (Including Maintenance Charges)
SCREEN 1	GOLD	232	To follow the directions of Hon'ble High Court of Judicature at Hyderabad for the State of Telangana and for the State of Andhra Pradesh adjudicated in Common Order in W.P. Nos.18779, 19046 and its batch, dated 31.10.2016, subject to finalization of rates of admission orders by the Government of Andhra Pradesh.
	DIAMOND	17	
TOTAL SEATS OF SCREEN 1		249	
SCREEN 2	GOLD	223	
	DIAMOND	17	
TOTAL SEATS OF SCREEN 2		240	
SCREEN 3	GOLD	146	
SCREEN 4	GOLD	146	
TOTAL NO. OF SEATS IN ALL SCREEN S		781	

6. The Collector & District Magistrate, Guntur has requested the Government to ratify his action in having issued orders for screening 5 shows in all four (4) screens at M/s Siva City Center Private Limited, Guntur between 08:00 AM to 01:30 AM and having issued B-Form Licence in anticipation of Government orders, by fixing rates of admission as Rs.150/- for Gold class and Rs.250/-for Diamond class.

7. The Government in G.O. Ms. No.486, MA & UD (M1) Department, dated 07.07.2007 have issued Rules namely "The A.P. Rules for Construction and Regulation of Multiplexes, 2007". As per this Rules, licensing authority under the AP Cinema (Regulation) Act, 1955 and rules made thereunder for issuing licences for cinema theatres in the Multiplex Complexes is the District Collector. However, as per clause (iii) of Rule-2 of Multiplex rules, the provisions of AP Cinema (Regulation) Rules, 1970 are deemed to be relaxed to allow activities mentioned in the definition of Multiplexes. Therefore, to issue B-Form Licence in Multiplexes, prior approval of Government is necessary and besides other conditions, the Management shall appoint qualified Fire Officer and building Evacuation Supervisor as per NBC 2005 for conducting periodical Fire Drills and to ensure safe evacuation in case of any emergency. Before, issuing permission, the licensing authority should satisfy all aspects as defined in the above Rules.

8. Government, after careful examination of the matter, in exercise of powers conferred under clause (iii) of Rule-2 of Multiplex rules, the provisions of the Andhra Pradesh Cinemas (Regulation) Act, 1955 and provisions of the Andhra Pradesh Cinema (Regulation) Rules, 1970, the action of the Collector & District Magistrate, Guntur in having issued B-Form Licence to M/s Siva City Center Private Limited, Guntur is hereby ratified by incorporating the conditions as stated at para 7 above, with a direction to take prior approval of Government on such proposals.

9. The Licensing Authority is directed to thoroughly inspect the facilities during the periodical half yearly inspections and in case any deficiency is found, the same may be reported to Government so that action will be taken automatically to withdraw the enhanced rates of admission and also subject to conditions laid down in the Annexure appended to this order being strictly fulfilled by the Management of M/s Siva City Center Private Limited, Guntur.

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10. The Collector & District Magistrate, Guntur shall take further necessary action accordingly in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**A.R. ANURADHA
PRINCIPAL SECRETARY TO GOVERNMENT**

To

The Collector & District Magistrate, Guntur District.

The Joint Collector & Licensing Authority, Guntur District.

The PS to Special Chief Secretary to Hon'ble Chief Minister.

The Managing Director, M/s Siva City Center Pvt. Limited, Guntur.

P.S. to Principal Secretary to Government, Home Department.

SF/ SC.

//FORWARDED : : BY ORDER//

SECTION OFFICER

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ANNEXURE TO G.O.MS. NO.133, HOME (GENERAL.A) DEPARTMENT,
Dated: 08.08.2017.

CONDITIONS FOR MULTIPLEXES

- a) The CCTV system shall be maintained without any interruption.
- b) Night vision cameras to be installed specially at the Box Office to capture the images of the patrons buying tickets during the late evening hours.
- c) The patrons shall be provided with lifts/escalators for exit at the end of the shows on par with such facility provided at the time of entering the theatre.

CONDITIONS FOR THEATRES AND MULTIPLEXES

- 1) The rates of tickets and rates of online Cinema ticket service charges with the name of the agency shall be exhibited at the counter and in any other conspicuous manner.
- 2) All gangways, exits and treads of steps and stairways shall be maintained with no slippery surfaces at all times.
- 3) The corridors, area earmarked for lobby and parking for the use of cine-goers, should not be let out for any commercial or other purpose.
- 4) No vehicle shall be parked or allowed to stand in such a way as to obstruct exits or impede the rapid dispersal of persons accommodated, in the event of fire or panic.
- 5) Emergency evacuation plan shall be drawn up and got approved by the licensing authority within one month. (Uphaar Theatre- Hon'ble Supreme Court Directions).
- 6) A short documentary shall be screened during every show by showing the exits, emergency escape routes and instructions as to what to do and what not to do in the case of fire or other hazards (Uphaar Theatre – Hon'ble Supreme Court Directions).
- 7) The staff/ushers including security staff should be periodically trained to operate the fire safety equipment during emergency in fire drills and evacuation procedures to provide support to the patrons in case of fire or any other calamity. Mock drills shall be conducted once every 6 months. (Uphaar Theatre- Hon'ble Supreme Court Directions).
- 8) While the Theatres are entitled to regulate the exit through doors other than the entry door, under no circumstances should the entry door (which can act as an emergency exit in the event of fire or other emergency) be bolted from outside. At the end of the show, the ushers may request the patrons to use the exit doors by placing a temporary barrier across the entry gate which should be easily movable (Uphaar Theatre – Hon'ble Supreme Court Directions).
- 9) The emergency department telephone numbers of the nearest Hospitals, Police Station and Fire Department shall be displayed in every show.
- 10) The Management should facilitate periodical inspection by the Fire Officer concerned.
- 11) The Management should obtain insurance coverage for all the employees and audience/visitors/vendors.
- 12) The Management shall ensure all safety measures including fire safety measures as prescribed by Government National Building Code and other statutes or orders issued by Government from time to time.

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- 13) There should be no modifications to the available parking area as seen in the re-inspection report to avoid reduction in parking area.
- 14) Adequate valet parking staff and security guards should be provided for a parking convenience, safety and traffic regulation at entry and exit.
- 15) All precautions should be taken for safety during movement and parking of vehicles inside the multiplex area.
- 16) No obstruction should be made in form of advertisement boards, stalls, etc in and around the multiplex which hinders free movement of vehicles and parameters of safety.
- 17) Toilets should be clean and hygienically maintained, adequate number of wash basins of porcelain/stainless steel shall be provided along with soap to wash hands, with running water, and hot air for cleaning hands and drying them hygienically. Clean and dry towels shall be kept for the use of customers. Under no circumstances should the toilets and wash- basins be clogged and in a stinking condition. Any complaint in this regard will be viewed seriously.
- 18) The rates of food items, snacks and beverages sold in the premises shall be reasonable and should never exceed the retail price printed thereon. Foodstuffs and snacks should always be fresh and hygienically packed. There shall be no exploitation of customers in this regard. Any complaint in this regard will result in imposition of severe penalties.
- 19) Air conditioners should be maintained in proper condition, and if found not working severe penalty will be imposed.
- 20) Fresh and clean drinking water must be provided for the patrons.
- 21) The parking areas of the Multiplex and the nearby commercial complex should be kept separate.
- 22) There should be smooth finish in the space between the road and entry/exit of the Mall.
- 23) There are minor signages and painting to be completed at basement levels III & IV. These should be finished before operating the Cinema theatre.
- 24) Women Help Desk: The Management shall arrange for Women Help Desk to help/assist women patrons especially for night shows from 7:00 P.M. to 02:00 A.M. which includes arranging for Taxi if they want, keeping details of Taxi drivers for safety of women patrons.

A.R. ANURADHA
PRINCIPAL SECRETARY TO GOVERNMENT